

Geetika Barla

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Summary

Data professional with a software engineering edge, proficient in Python, SQL, and data visualization tools like Tableau and Power BI. Adept at cleaning, modeling, and analyzing data to derive actionable insights that drive product development and system efficiency. Demonstrated expertise in cross-functional collaboration and optimizing reporting accuracy through innovative data pipelines.

Education

Northeastern University Boston, MA

Sep 2024 - Dec 2026

Masters of Science, Information Systems

Jawaharlal Nehru Technical University Hyderabad, India

Aug 2019 - Jul 2023

Bachelors of Technology, Computer Science Engineering

Professional Experience

Northeastern University -Research Enterprise Services

Nov 2024 - May 2025

Support Administrator

Boston, MA

- Resolved 10+ reporting inconsistencies using Tableau, Excel, and IBM Cognos, enhancing data accuracy by 20% and demonstrating effective data cleaning and visualization techniques.
- Validated over 10 system modules in ePAWS 2.0 through root cause analysis, ensuring 95% error-free performance and reinforcing data integrity for accurate decision-making.
- Updated more than 500 records in Coeus and maintained thorough documentation, streamlining data processing and improving reporting efficiency.

Byteridge Software Private Limited

Jul 2023 - Jun 2024

Software Development Engineer

Hyderabad, India

- Resolved 70+ frontend issues using React.js and JavaScript, bolstering platform stability by 30% and enhancing user experience.
- Integrated REST APIs to reduce report latency by 20% and optimize system responsiveness for efficient data retrieval.
- Conducted comprehensive end-to-end testing and implemented UI enhancements, reducing post-launch issues by 25% and ensuring robust software performance.
- Developed an AI chatbot using Python, Rasa, and NLP to analyze news articles and deliver disaster alerts, showcasing strong analytical and programming capabilities.

Byteridge Software Private Limited

Feb 2023 - Jun 2023

Software Engineer Intern

Hyderabad, India

- Developed a Flutter-based roommate finder app with real-time chat and Firebase, boosting user engagement by 20%.
- Tracked over 1000 behavioral events using data visualization tools to gain UX insights, leading to improved app design and user satisfaction.

Projects

Food Inspection Assignment - A data Analyst Journey

- Cleaned and standardized 350K+ food inspection records using Alteryx, improving data quality and consistency for analysis.
- Designed dimensional data model in Snowflake and automated ETL pipelines using Databricks and Azure Data Factory.
- Built interactive Power BI dashboards to visualize inspection trends and risk levels for improved food safety insights.

Breast Cancer Diagnosis using R

- Delivered 95.8% classification accuracy by building and evaluating Logistic Regression, LDA, and Decision Tree models in R.
- Identified radius_mean and texture_mean as key tumor predictors through statistical testing and model-based feature importance.
- Created visual insights using ggplot2 to clearly communicate model accuracy and feature significance for diagnostic use.

IMDb Movie Analytics – Data Cleaning & Dashboarding

- Standardized 30M+ IMDb records in Alteryx, resolving missing values and normalizing key fields for reliable analysis.
- Mapped country-language relationships to enable accurate regional and multilingual content insights.
- Designed Snowflake data model and built Tableau dashboards to deliver actionable trends on movie releases, genres, and personnel analytics.

Patient Care Management System

- Designed ER diagrams and data flow models to structure patient, appointment, and prescription data for efficient access.
- Implemented role-based access control using SQL grants and triggers, ensuring HIPAA-compliant security.
- Created database views and reports for doctor performance, patient history, and inventory, improving data-driven decision-making.

Technical Skills

- **Programming Languages:** Python, SQL, R, Java, JavaScript
- **Data Warehousing & Databases:** PostgreSQL, MySQL, MSSQL, Oracle, Snowflake, Dimensional Modelling, Data Warehousing, Azure Data Factory (ADF)
- **ETL & Data Pipelining:** ETL Processes, Data Cleaning, Data Transformation, Data Retrieval, Data Processing, Queries, Analytical Functions, Azure DataBricks
- **Data Analytics & Visualization:** Tableau, Power BI, Microsoft Excel, DAX, Statistical Analysis, Data Analytis, Data Visualization Tools, Cognos Analytics, Dashboard Development, Data Analysis Software
- **Business Intelligence & Reporting:** KPI Analysis, Data Transformation, Report Optimization, Business Process Automation
- **Web Development & UI/UX:** React.js, Flutter, HTML, CSS, Figma, Canva
- **Frameworks & Technologies:** Git, Jira, Confluence, Docker, Microsoft Office Suite
- **AI & Machine Learning:** Prompt Engineering, Gen AI, Data Science, Predictive Modeling